the protective material comprises a colored polymer backing sheet having a top and a bottom face, the coloring being obtained by means of colorants in the interior of the backing sheet, so as to avoid abrasion on the punching tool.

2. (amended) A protective material with punched shaped parts, obtainable in a converting process for producing single-sidedly or double-sidedly adhesive punched shaped parts, wherein a single-sidedly or double-sidedly adhesive tape is placed atop the protective material from which punched shaped parts are punched out by a punching tool, wherein
the protective material comprises a backing sheet having a polymer backing including a top and a bottom face, and a color layer applied to the top and/or the bottom face of the polymer backing.

3. Not amended

4. (amended) The protective material as claimed in claim 1, wherein
the polymer backing is one of a polyester, polystyrene, polyamide or polyimide.

5. (amended) The protective material as claimed in claim 4, wherein
the polymer backing is polyester having a thickness of from 12 to 150 µm.

6. (amended) The protective material as claimed in claim 4, wherein the polymer backing includes
an anti-adhesive coating on the top and/or the bottom face.

7. (amended) The protective material as claimed in claim 6, wherein
the anti-adhesive coating is one of a silicone-free layer, a low-silicone layer, silicone layer, paraffin layer, Teflon layer or a wax layer.

8. (amended) The protective material as claimed in claim 2, further comprising an anti-adhesive layer applied to the polymer backing and wherein

the color layer is applied on the same side of the protective material facing the adhesive tape.

9. (amended) The protective material as claimed in claim 2, wherein the color layer is applied to the polymer backing at from 0.5 to 20 g/m^2.

10. (amended) The protective material as claimed in claim 2, wherein the color layer is dyed silicone.

11. (amended) A method for using a polymer backing as a backing sheet in a protective material for a single-sidedly or double-sidedly adhesive tape, wherein the polymer backing has a top and a bottom face and is provided with a full-area color layer on the top or on the bottom face.

12. (new) The method for using the polymer backing of claim 11, wherein the polymer backing is polyester backing.

13. (new) The protective material as claimed in claim 1, wherein the punching tool is a kiss-cut punching tool.

14. (new) The protective material as claimed in claim 5, wherein the polyester backing has a thickness of from about 25 to 75µm.

15. (new) The protective material as claimed in claim 14, wherein the polyester backing has a thickness of from about 36 to 50µm.

16. (new) The protective material as claimed in claim 9, wherein the color layer is applied to the polymer backing at from about 4 to 8 g/m^2.

17. (new) The protective material as claimed in claim 16, wherein the color layer is applied to the polymer backing at from about 5 to 7 g./m^2.